
Challenge

New drugs and treatment options are hard to “sell” in Asia because of restrictions on direct-to-consumer marketing and advertising. One effective strategy is to encourage specialist doctors to talk publicly about “their” disease areas. However, doctors are keen to preserve their professional integrity and shy away from endorsing specific brands and pharmaceuticals.

Solution

Haleton has worked with global pharmaceutical companies and their PR agencies to devise “Key Opinion Leader” media-skills training sessions. Messages are carefully crafted to avoid falling foul of regulatory or ethical issues. Doctors practice media interviews in realistic settings.

Result

Doctors learn a new skill – how to talk confidently without jargon. Client companies with new products and treatments have authoritative spokespeople prepared to raise public awareness about diseases.

